

Marketing Activities for Dog Fouling Campaign – March 13

4.1.1 Communication – Website and Social Media:

All communication from the public regarding dog fouling will be via the Council website and freephone number.

A freephone number, 0800 2300234 has been set up and active. This goes to the bilingual customer service line. We are able to monitor how frequently this number is used.

Information on the Council's website (English and Welsh) has been amended to include brief points about the campaign, why we are tackling the issue and how communities can support this.

New URL's have been set up www.denbighshire.gov.uk/dogfouling and www.sirddinbych.gov.uk/bawci to direct the public to the website to fill in a form reporting any problems and an online public survey.

The reporting form on the website is now directed to customer service to log the details onto the CRM. Any enquiry will then be forwarded to the relevant service to take any action i.e. enforcement and environment.

A more detailed reporting form to report dog fouling is now on the website. This will improve the information that is gathered and forwarded to the enforcement team to action.

A public opinion survey has been created to help identify hot spot areas and is on the dog fouling pages on the Council website.

<http://www.surveymonkey.com/s/3NTBP9M>

Cllr David Smith as Lead member has recorded a youtube video about the dog fouling campaign and why the Council have launched this. The video will be on the Council's website.

4.1.2

Marketing Materials:

Designs and print of marketing material:

- All promotional material designs have been created and approved.
- Bin wagons have been identified and designs created. Graphics have been placed onto five wagons covering the whole of the county.
- Lampost signs have been delivered and once hot spot areas have been identified by the online survey and so on, teams will put the signs up for a period of time and then remove them. These signs will not be permanent at these locations as the public will become accustomed to them and the impact reduced.
- Adverts will appear in the Free Press and Rhyl Journal periodically to reinforce the campaigns message. The first of these were placed the week commencing the 18th March 2013
- Posters and postcards have been distributed to DCC offices, libraries, leisure centres, vets, pet supplies, dog groomers, kennels, supermarkets and local city, town and community councils.

4.1.3

PR:

Contact has been made with the local papers so they are aware of the campaign to support any press releases. The launch of the campaign saw a ½ page article in the Free Press.

PR - stories have been identified and written in preparation for key stages in the campaign i.e collaboration working with the Police, enforcement activities and so on.

All press releases are available on the Council's social media sites and comments monitored.

There is a large article in the most recent copy of The County Voice.

There will be a press release over Easter reminding the public to tell us about dog fouling in their area, and to complete our survey to help us identify hot spot areas. Once we have had the results, we will target efforts in these areas and then publish a 'You Said, We Did' article showing what actions we have taken in hot spot areas to target the problem. This will continue to reinforce the Council's message that dog fouling is not acceptable in our communities.

4.1.4

Collaboration & Community Involvement:

This is the first time that a number of services have joined efforts to tackle such a wide spread issue in the County. Communications, Marketing & Leisure, Environment & Planning & Public Protection services have collaborated efforts, combining knowledge and experience to target efforts in identified areas and improve our residents and visitor experience. Other services that have supported the implementation of this campaign include the Customer Service Centre and ICT. The strength of this model allows the Council to utilise its resources in a more effective and efficient approach in delivering key corporate priorities.

The enforcement of the campaign is vital to its sustainability. The following actions will be co-ordinated with officers from the corporate communications team, the community safety enforcement officer, environment team and the general public:

Name and shame the top dog fouling spots in the county, including Rhyl, Prestatyn, Lower Denbigh, Lower Ruthin and Llangollen.

Special 0800 hotline to report hot spots via customer services.

More visible dog patrols, handing out of doggy bags & treats in problem areas. An external company, XFOR will be on a 12 month pilot scheme in the county to support the issuing of fixed penalties.

Shame offending areas – put signage up to say how the Council need the publics help in reporting offenders.

In addition to the council services, Keep Wales Tidy & PCSO's have agreed to support us with officer time for education roadshows, links with community groups and positive events.

Appendix 1

The support of the local community is key in the success of this campaign and its sustainability. It needs to be made clear that communities need to share the responsibility with the Council in achieving our objectives. This will be achieved by:

Getting local people, city, town and community councils to support the campaign, to be our eyes and ears in the community and report problems correctly with relevant details of offenders.

Pilot a 'Good Dog Fun Day' – to encourage the positives of dogs, exercise, healthy lifestyle etc.

Consulting about the new Dog Control Order; 'No Dog' zones, dogs on leads zones and dogs free to run zones. Pet parks – dog friendly, designated dog walking areas away from children's play areas.

The feedback that we have had so far from the general public has been very positive and the links to social media sites and online articles are listed in the supporting documents element of this report. We need to continue communicating with the public about how the campaign is progressing and how we are responding to the information available. This is supported by the marketing activity plan attached.